

VIRGINIA SLIMS LEGENDS PUBLIC RELATIONS EVALUATION

1995 Overview

The primary objective for the 1995 Virginia Slims Legends public relations campaign was to generate positive print media placements on the local and regional levels. The campaign was well received by the media and far exceeded expectations. A total of 214,951,645 print media impressions were generated in the spring markets:

	<u>Readership</u>	<u>Articles</u>
Tennis	153,381,743	603
Music	10,455,293	23
Combined	51,114,609	45
 TOTAL	 214,951,645	 671

These results are quite impressive for a first year program. Unlike most sponsorships, the Legends events received immediate name recognition that resulted in high quality, in-depth feature articles. The 648 articles attributed to tennis alone underscores Virginia Slims' equity in the sport -- Virginia Slims is truly synonymous with women's tennis.

The program also provides ownership like no other. We have commitment, loyalty and full cooperation from all the participants. This provides increased media opportunities and the ability to position Virginia Slims as the only source for obtaining access to the greatest names in women's tennis.

1996 Recommendation

The extensive media coverage received from the first three Legends events warrants continued public relations activities in 1996. The addition of a national public relations campaign will extend the reach and visibility of the program. This strategy will enable us to communicate with a new and significant audience.

The public relations goal is to generate 300,000,000 print placements in 1996.

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